

Message Text

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FM AMEMBASSY LUSAKA

TO SECSTATE WASHDC 2313

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EO 1165, N/A

TAGS: BEXP

SUBJECT: REVISED FY 1976 TRADE PROMOTION PROGRAM AND COMMERCIAL
PRESENCE FAIRS

REF: STATE 200631, STATE 225725

1. EMBASSY HAS CAREFULLY CONSIDERED ASKING STATE/COMMERCE INCLUSION OF JULY 1-6 ZAMBIA TRADE FAIR IN COMMERCIAL PRESENCE FAIR PROGRAM. ZAMBIA TRADE FAIR HELD ANNUALLY AT NDOLA IN COPPERBELT. LIMITED EMBASSY STAFF RESOURCES COMBINED WITH LOGISTICS COSTS OF STAGING TRADE PROMOTION EVENT OUTSIDE LUSAKA HAVE IN PAST PRECLUDED U.S. PARTICIPATION. ZAMBIANS HAVE FREQUENTLY CITED THIS AS EVIDENCE OF INDIFFERENCE TO ZAMBIAN MARKET. EMBASSY HAS ATTEMPTED WITH PARTIAL SUCCESS TO DEMONSTRATE U.S. INTEREST IN ZAMBIA'S MAJOR INDUSTRIAL AND COMMERCIAL AREA THROUGH VISITS BY EMBASSY STAFF. HOWEVER, BELIEVE MORE IS NEEDED AND THAT BOTH POLITICAL AND LONG-TERM COMMERCIAL INTERESTS OF U.S. WOULD BENEFIT BY SOME FORM OF PARTICIPATION IN TRADE FAIR, WHICH INCIDENTALLY, UNDER DIRECT PATRONAGE OF PRESIDENT KAUNDA.

2. LIMITED NUMBER OF U.S. FIRMS IN ZAMBIA MAKE IMPRACTICABLE PROSPECT OF INTERESTING 20-30 EXHIBITORS NEEDED FOR TYPE A FAIR OR OBTAINING \$30-50,000 FROM EXHIBITORS FOR COSTS OF TYPE B FAIR. SINCE WE RELUCTANTLY CONCLUDE THAT POST RESOURCES COULD NOT HANDLE APRIL 76 MATERIALS HANDLING EQUIPMENT TRADE, AND JUNE AGRICULTURAL EQUIPMENT CATALOGUE SHOW, IN ADDITION
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TO PARTICIPATION IN JULY ZAMBIA TRADE FAIR, EMBASSY STRONGLY

RECOMMENDS THAT AS ALTERNATIVE JUNE AGRICULTURAL EQUIPMENT CATALOGUE SHOW BE DELAYED AND HELD IN NDOLA AS PART OF ZAMBIA TRADE FAIR. THIS WOULD ASSURE MAXIMUM ATTENDANCE, DEMONSTRATE U.S. INTEREST IN AREA AND GIVE TIMELY PUBLICITY TO THE ROLE U.S. AGRICULTURAL TECHNOLOGY COULD PLAY IN ZAMBIA'S AGRICULTURAL DEVELOPMENT, PRESIDENT KAUNDA'S NUMBER ONE PRIORITY.

3. WE WOULD HOPE THAT U.S. PAVILION WOULD BE JOINT EFFORT WITH USIS WHICH WOULD SHARE U.S. PAVILION (AND COSTS) AND EMPHASIZE U.S. BICENTENNIAL THEME. COST OF JOINT CATALOGUE SHOW/USIS DISPLAY WOULD BE SIGNIFICANTLY HIGHER THAN \$1,640 SPENT ON AUGUST 1974 FOOD PROCESSING CATALOGUE SHOW. ROUGHT ESTIMATE FOR RENTAL EXHIBITION SPACE IS \$1,500. HIRING OF TEMPORARY CLERICAL HELP, PER DIEM FOR STAFF AND COST OF RECEPTION, IF ANY, COULD RAISE TOTAL COST TO \$5,000, EXCLUDING AMOUNT NEEDED FOR USIS EXHIBIT.

4. COPY OF OFFICIAL PROGRAM FOR 1975 NDOLA FAIR AND PROMOTIONAL BROCHURE DETAILING TERMS OF PARTICIPATION IN 1976 FAIR BEING POUCHED TO COM/OIC/SAD.
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